

Advanced Marketing Analytics Services RFP 2024 QUESTIONS & ANSWERS

- Q.** Can you estimate how many users would be accessing the reporting platform? The RFP says unlimited but asking if there is some kind of estimate?
- A.** Estimate of 25.
- Q.** Can the Marketing Mix Modeling services and Predictive Analytics be a separate link from the reporting dashboard itself?
- A.** Yes, feel free to make your proposal.
- Q.** If we're not running the media, will we be responsible for pixel placement or will that be handled by the media buyer(s)?
- A.** This is handled by the media buyer.
- Q.** Are you currently doing multi-touch attribution versus heuristic first or last touch attribution?
- A.** We would like to hear the bidder's proposal and rationale for what they recommend.
- Q.** Will we have admin or editor access to the media sources/platforms themselves?
- A.** No, the bidder would not have access; the bidder would access data via AWS, or we might provide data feeds if a compelling case is made to do so.
- Q.** Do you have examples of user journey diagrams referenced in the RFP - based on your current media sources?
- A.** These are to be developed by the winner of the bid based on interviews.
- Q.** Would we be tracking conversations from the media platforms or is there conversion data being provided from websites, call centers, podcasts, etc..?
- A.** We are a destination marketing organization. There is no conversion data.
- Q.** How frequently would the output from ML modeling analytics be expected – daily, monthly, quarterly?
- A.** Perhaps monthly during development, but it might then transition to quarterly. The bidder should provide a point of view/recommendation on this.

- Q.** Given the limits of tracking and data reliability in Europe due to GDPR, will we need to have separate infrastructure for European dashboards?
A. We would like to focus on the domestic market only.
- Q.** Does Visit California want an entire client list or just a relevant client list? If the entire list, how far in the past would Visit California like?
A. Please decide what is relevant.
- Q.** Does Visit California allow joint proposals (i.e. two equal partners working together to work on this endeavor)?
A. Yes, this is allowed.
- Q.** Can Visit California provide a breakdown of pixels that you want to / are using for tracking purposes?
A. These details are not necessary to answer the RFP.
- Q.** Will Visit California share pixel access with the chosen firm? If not, will the firm be responsible for creating and sharing new pixels?
A. The bidder will be responsible.
- Q.** What CRM does Visit California use to track submissions and visitors?
A. Not applicable.
- Q.** Will the firm chosen have access to the Visit California CRM?
A. Not applicable.
- Q.** How does Visit California currently assess whether someone that has been targeted with paid ads from outside the state visits California?
A. Not applicable.
- Q.** The RFP mentions the cleansing of data. Can Visit California share specifics on what data needs to be cleaned? Does this include an email list? If so, what is the size of this list?
A. The data will consist of Visit California's marketing data from Paid, Owned, and Social channels, listed on page 15 of the RFP. The bidder should have an idea of how the data might need to be cleaned.
- Q.** Does Visit California already have an existing process / vendor for large amounts of data cleansing?
A. No.
- Q.** What is the existing process Visit California uses for data deduplication? I.e. is there a unique identifier shared? Is this email address? IP?
A. Bidder to provide a proposal.

- Q.** Are there specific instances where prior analysis was done incorrectly or produced untrustworthy/unreliable results? If so, can the team elaborate on this?
- A.** Not relevant for new bidders. New bidders should put forward how their proposed methodology will be trustworthy and reliable.
- Q.** Does Visit California have an existing model that measures channel performance in terms of visitation?
- A.** No.
- Q.** What current methods does Visit California have for multi touch attribution correlation analysis on combined, owned, and paid media?
- A.** Not applicable.
- Q.** Are the Visit California media buyers doing any form of A/B testing/brand lift testing/message testing? If so, will the chosen firm have access to these results?
- A.** The chosen firm would work closely with Visit California and our partner agency on future testing/results.
- Q.** In order to account for seasonality and to better analyze campaign results month over month and year over year, at least two years of past campaign data is needed. How far back will the data be shared from previous ad campaigns?
- A.** The RFP doesn't expect to analyze historical data, but if a case can be made, then we could consider sharing past performance metrics, when applicable.
- Q.** What's the current Visit California media mix from a % of ad spend perspective? I.e. what percent of the ad spend is Meta? TikTok? Etc etc
- A.** These details are not necessary to answer the RFP; this level of detail would be shared with the RFP winner.